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DIRECTORATE OF INCOME TAX
(PRINTING, PUBLICATION & PUBLICITY)
6th Floor, Mayur Bhawan, Connaught Circus, New Delhi – 110001

F.No.Pub-1(120)/PR, P&P/2018-19/2834

Dated: 30.01.2019

RFP for empanelment of multi-media agencies for empanelment year 2019-20

The Directorate of Income tax (PR, P&P) empanels multi-media creative agencies for its own creative requirements for print, multi-media campaigns, conceptualization, designing, fabrication of lounges in trade fairs/tableau for Republic Day Parade, printing and designing of calendars, brochures, pamphlets, diaries, clone cards etc. For the purpose of empanelment of such multimedia creative agencies, the Directorate invites proposals from eligible agencies as per the following guidelines and terms & conditions.

2. The eligibility criteria for Multi-media Creative Agencies is as under:

- (i) It should have experience of 3 years of designing of creatives for print ads/creation of TVC/Radio Jingles/Web ads/designing & fabrication of Lounges in trade fairs/other events of repute/Tableaux for Republic Day Parade/other events of repute/handling Social Media requirements work of various Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations.
- (ii) It should have a full fledged office with sufficient manpower in the city of New Delhi/NCR carrying out creative work like studio, scanning facilities, shooting & photography etc.
- (iii) It should not be black listed by any Government Department or PSU.
- (iv) The minimum turnover of the agency should be Rs. 3.00 crore for the last three financial years other than the year in which the empanelment is being made.

3. **Selection Procedure:**

The interested agencies may submit their respective technical bids as per RFP uploaded on e-procure and departmental website or can also be obtained from Room No. 624, 6th Floor, Mayur Bhawan, Connaught Circus, New Delhi. Technical bids will have to be submitted in **Annexure 'A'**. The technical bids should be addressed to the DDIT(Publicity)-II and should be submitted in Room No. 624, 6th Floor, Mayur Bhawan, Connaught Circus, New Delhi. The last date for submission of proposals/technical bids is **25.02.2019** by 02.00 PM. The technical bids shall be opened on **26.02.2019** at 11.00 am in Library, 6th Floor, Mayur Bhawan, Connaught Circus, New Delhi. The selection procedure will be made in two stages i.e. Stage-I and Stage-II which will consist of 100 points as per criteria laid down in table below. Initial short listing of agencies will be made in Stage-I as per the criteria laid down from serial number I to IV in the table given below which will account for 40 points. The cut off for Stage-I i.e. S. No. I to IV shall be 50 % i.e. 20 points. Only those agencies who score 20 points or more in Stage-I will be invited for Stage-II for giving a PowerPoint presentation on **28.02.2019 by 10.00 am onwards** on a specified theme which shall be communicated to them. Stage-

It will account for 60 points as per S.No. V (a) to (f) of the table below. The PPT will be evaluated by the EAC in Stage-II as per criteria mentioned in Sr. No. VI(a) to (f) of table below. Only those agencies which get 70 % or more (i.e. 70 points or more) in the combined evaluation of Stage-I & Stage-II will be eligible for empanelment. **However, a maximum of 20 agencies in order of the points obtained, beginning from the highest, will be shortlisted for selection, during the year including provisionally empanelled agencies as per para 8.**

Criteria of selection

S.No.	Particulars	Points
Stage-I (Max. Points 40)		
I.	No. of creatives published in newspapers in respect of Government Departments/PSUs in last 3 years excluding the current year	(Max. 10 Points)
a.	Less than 15	0
b.	16-25	5
c.	26-35	7
d.	Above 35	10
II.	No. of TVCs/Radio Jingles/Web advertisements selected for broadcast / upload for Government Departments/PSUs in last 3 years excluding the current year	(Max. 10 Points)
a.	Less than 5	0
b.	5 to 10	5
c.	10 to 15	7
d.	Above 15	10
III.	No. of years of experience of handling of Social Media work for Government/PSU excluding the current year	(Max. 5 Points)
a.	Less than 3	0
b.	3 and above	5
IV.	No. of Lounges in trade fairs/other events of repute and Tableaux for Republic Day Parade/other events of repute designed and fabricated for Government Departments/PSUs in last 3 years excluding the current year	(Max. 15 Points)
a.	Less than 3	0
b.	3 to 5	5
c.	6 to 10	10
d.	Above 10	15
Stage-II (Maximum points 60)		
V.	Evaluation of creative inputs on specified theme presented before Empanelment Advisory Committee (EAC) by agencies qualified in Stage-I	(Max. 60 Points)
a.	Communication Strategy	10
b.	Print ad	10
c.	TVC/Radio Jingle/Web Ad	10
d.	Lounge	10
e.	Tableau	10
f.	Handling of Social Media	10
Total		100 Points

4. The empanelment would be valid till **31st March, 2020.**

5. At the end of the empanelment year, fresh empanelment shall be made as per the procedure laid above.

6. In case of delay in completion of the empanelment process for the next empanelment year, the term of empanelment year may be extended by the ADG(PR, P&P) till the date on which next regular empanelment process is completed.

7. The empanelled agencies would be required to do the job work at the approved rate of DAVP (now BOC). However, where the job work is undertaken through tender process, other than approved rate of DAVP (now BOC), the rates quoted and approved after following the due tender process as per the guidelines laid down in GFR, 2017 shall be paid.

8. In view of the provisions of Rule 162(i) of GFR, 2017, the EAC may provisionally empanel any agency deemed to be fit, provided the agency satisfies the eligibility criteria as mentioned in para 3 above and also obtains the requisite 70% or more points as per the criteria for selection laid down in para 4 above. The provisional empanelment would be valid only till the last date of that empanelment year or till the date on which next regular empanelment process is completed whichever is later.

9. The above mentioned eligibility criteria may be changed or altered in order to suit the requirements of the Government from time to time.

10. Empanelment does not guarantee that any work will necessarily be provided to an agency so empanelled.

11. The agencies would be required to furnish their details along with necessary documentary evidence in Annexure 'A' which forms an integral part of the RFP.

12. Important time lines with respect to this RFP are as under:

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|---|------------------------------------|
| (i) Last date for submission of proposals | : 25.02.2019 by 02.00 PM |
| (ii) Opening of technical bids | : 26.02.2019 by 11.00 a.m. |
| (iii) PPT by shortlisted bidders | : 28.02.2019 by 10.00 a.m. onwards |

Sd/-
(Saumya Mishra)
DDIT(Publicity)-II

Annexure - 'A'
Technical Bid for empanelment as multimedia agency with the
Directorate of Income Tax (PR, P&P)

S. No.	Particulars	Remarks/details of documents attached
1.	Name of the agency	
2.	Full Address of the agency	
3.	Name of the Authorised Signatory	
4.	Name & address of the representative to whom all reference shall be made regarding this tender	
5.	(a) Telephone (b) Fax No. (c) E-mail (d) Mobile	
6.	Address of full fledged office in New Delhi/NCR along with details of manpower/equipment/facilities available. (Please attach copy of latest EPF return in respect of Delhi/NCR office filed with the Provident Fund Authorities. For verification of equipment and facilities, please furnish of a copy of fixed assets schedule attached with the latest balance sheet in respect of Delhi/NCR office.)	
7.	Details of annual turnover for the last three years excluding the year in which empanelment is being made. (Please attach certificate from Chartered Accountant certifying Annual Turn Over)	
8.	Number of years of experience of designing of creatives for print ads/creation of TVC/Radio Jingles/Web ads/designing & fabrication of Lounges in trade fairs/other events of repute/Tableaux for Republic Day Parade/other events of repute/handling Social Media requirements work of various Govt. Departments/Ministries, PSUs and other Govt. and semi-Govt. organizations	
9.	No. of creatives published in newspapers in respect of Government Departments/PSUs in last 3 years	

	excluding the current year	
10.	No. of TVCs/Radio Jingles/Web advertisements aired for Government Departments/PSUs in last 3 years excluding the current year	
11.	No. of years of experience of handling of Social Media work for Government/PSU excluding the current year	
12.	No. of Lounges in trade fairs/other events of repute and Tableaux for Republic Day Parade/other events of repute designed and fabricated for Government Departments/PSUs in last 3 years excluding the current year	
13.	Details of successful work orders executed for the Directorate of Income Tax (PR, P&P) during the last one year. (To be provided by already existing empanelled agency)	
14.	Registration of the agency with the competent authority for GST etc. as applicable.	
15.	Particulars of PAN	
16.	Copies of returns of Income tax filed for the last three assessment years i.e. AY 2016-17, AY 2017-18 & AY 2018-19	
17.	Affidavit / undertaking on letter head of the agency stating that it is not black listed by any Government Department/PSUs	
18.	Whether the agency is willing to undertake work orders as per the rates prescribed by DAVP (now BOC)	

Please attach necessary documentary evidence in respect of the technical parameters specified above.

DECLARATION

I hereby certify that the information furnished above is true and correct to the best of my/our knowledge. I understand that in case, any deviation is found in the above statement at any stage; I/We will be blacklisted and will not have any dealing with the Department in future.

(Signature of Authorized Signatory with date and seal)